## MIRENA: SIMPLE STYLE STATEMENTS MOM CENTRAL SUGGESTED INTRODUCTION MESSAGES

## Introduction to party:

- 1. Thanks so much for joining us this evening. And, thank you (party host name) for opening your home. I'm [name] and [role] for Mom Central and I want to welcome everyone to this *Simple Style Statements* party. This party was brought to you by Mom Central in partnership with Bayer HealthCare Pharmaceuticals' Mirena which may help couples keep life simple! We have a really great party lined up for you tonight and I know that you're all very busy moms so I don't want to waste any time but I do want to introduce you to our guest speakers and talk about all the interesting and fun topics we'll discuss tonight.
- 2. Barb Dehn is a practicing Women's Health Nurse Practitioner, award-winning author and nationally recognized health expert from San Francisco. Barb is going to kick things off with a discussion about romance and how to find simple ways to reconnect with our partners.
- 3. After Barb, we'll hear from Angela Hastings who will be sharing her fashion expertise with us and will provide simple tips for getting our style edge back! We're lucky to have access to such a pro! Angela is a fashion stylist from New York City and has worked with several well-known clients including Sarah Jessica Parker, Padma Lakshmi, Rihanna, Tim Gunn and Jay-Z; magazine shoots for *Entertainment Weekly, Glamour* and *People*; and on advertising campaigns for Target GO International, Garnier Nutrisse, Bluefly.com and Reebok.
- 4. Without further ado, we'll get started with Barb.

## MIRENA: SIMPLE STYLE STATEMENTS POST-PARTY QUESTIONNAIRE CONFIDENTIAL

- 1. Was the Simple Style Statements party informative/helpful? What was your favorite part?
- 2. Did you enjoy the Simple Style Statements party?
- 3. What, if anything, would you change about the Simple Style Statements party?
- 4. Do you have any children? If so, what are their ages?
- 5. If you answered "yes" to question 5, are you planning to have any more children in the near future? Or is your family "complete"?
- 6. Before the party, how much did you know about Mirena®?
- 7. Do you currently use Mirena®?
  - a. Yes. Please proceed to question 9.
  - b. No. Please proceed to question 10.
- 8. If you answered "yes" to question 8:
  - a. How do you like using Mirena®?
  - b. What made you choose Mirena®? How did you hear about Mirena®?
  - c. Have you recommended Mirena® to a friend or family member?
  - d. Have you heard about the myMirena program?
- 9. If you answered "no" to question 8:
  - a. What type(s) of birth control do you currently use?
  - b. How likely are you to consider the following?
    - i. Asking your healthcare provider or OB/GYN about Mirena®?
    - ii. Switching to Mirena® from your current birth control method?

- iii. Thinking about the possibility of switching to Mirena® in the future?
- c. Would you be comfortable recommending Mirena® to a friend or family member?
- 10. Would you like to receive more information about *Simple Style Statements* in the future? If so, please provide your name and email address.
- 11. What is your age?
- 12. Additional comments:

## MIRENA: SIMPLE STYLE STATEMENTS NURSE PRACTITIONER SUGGESTED MESSAGES

- \*\* Please note this script will not be copied or disseminated at the events. In addition, at the end of the party, attendees will be provided with a copy of the Mirena Q&A brochure and Patient Information.
- 1. As Moms, we are living incredibly busy lives. When you are stretched in a million different directions and dealing with life's daily demands, what activities are you likely to put on hold? Many times getting the kids dressed is an accomplishment itself; forget about having the time to actually put your own style together. And, let's face it, when we feel good about the way we're put together, we feel better about approaching the romance in our lives. What we're here to talk about today is how to find those simple ways to reconnect with ourselves and our partners.
- \*\* Barb will begin presentation with an icebreaker an interactive Q&A which will touch upon issues such as busy schedules, barriers to intimacy and contraception.
- 2. To get things started, I'd like to ask everyone a few questions.
  - How many feel that your life is balanced between all of your demands, such as juggling lengthy to-do lists, jam-packed schedules and the 24/7 demands of children?
  - If you could have one day entirely to yourself, what would you do?
  - How many of you feel so busy that you often can't find the time to take care of yourself?
  - And do you think this impacts your level of intimacy?
  - When was your last date night with your significant other?
  - Do you ever feel so overwhelmed by your schedule that intimacy is much more of a "to do" on a list than a desire?
  - How would you categorize yourself? Hot and sexy with a lot of spontaneity or too tired with little time to be intimate?
  - What are some of the biggest external obstacles to spontaneous intimacy in your relationship?
  - If you didn't have to worry about contraception, do you think you would be more likely to be intimate with your partner?
  - Do you think if you didn't have to worry about taking your birth control everyday, it would help you be more intimate?
  - What are some of the benefits that are most important to you when choosing a birth control method? (e.g., convenience, reliability, etc.)
- 3. So you mentioned that convenience and reliability are among the most important benefits of your birth control method. One strategy that I recommend for busy couples is choosing a birth control method that allows for spontaneous intimacy and which you don't have to think about every day, such as the intrauterine contraceptive Mirena®. How many of you have heard about Mirena?
- 4. Mirena® is a removable intrauterine contraceptive that is over 99% effective and may help couples keep life simple. It works for as long as you want, up to five years, is effective as soon as it's placed correctly and once removed, allows you to try to become pregnant right away.

- 5. In addition, once Mirena is placed, you should check the threads once a month. Your healthcare professional can show you how. If you have trouble finding the threads, call your healthcare professional and in the meantime, be sure to use a back up method of contraception.
- 6. Only you and your healthcare professional can decide if Mirena is right for you. Mirena does not protect against HIV or STDs. Candidates for Mirena® have had a child, and do not have certain cancers or acute pelvic inflammatory disease. In rare cases, perforation or embedment may occur. Mirena may become completely or partially dislodged. In the uncommon event you think you're pregnant, contact your healthcare professional without delay. Ovarian cysts may occur and typically disappear. Changes in bleeding are common in the first few months followed by shorter, lighter periods. Periods, however, may remain irregular.
- 7. I have found that many of the women I work with can't remember to take their pills everyday and many forget to go to the drug store to pick up the next pack of pills. Likewise, condoms really interfere with spontaneity. It can take so much time to find one and put it on, that the moment's lost. Many of my patients use Mirena® because it's compatible with a busy lifestyle and is one less thing to worry about. Mirena® has no daily, weekly, or monthly routines to comply with as compared to the negatives associated with other birth control methods.
- 8. Mirena® is over 99% effective, is tiny and made of soft, flexible plastic. [OPPORTUNITY FOR BARB TO PASS AROUND SAMPLES OF MIRENA® PRODUCT TO GROUP]
- 9. Mirena® is placed in a few minutes in one office visit by your healthcare professional, and once removed; you can try to become pregnant immediately.
- 10. Now let me show you how Mirena® works. [OPPORTUNITY FOR BARB TO USE ANATOMICAL DEMO]. Mirena® delivers a non-estrogen hormone, levonorgestrel, directly to your uterus through a unique, patented time-release system. This provides a low level and local release of progestin that keeps hormone levels steadier and lower than the Pill.
- 11. It is not known exactly how Mirena® works. Mirena® may work in several ways. It may thicken your cervical mucus, thin the lining of your uterus, inhibit sperm movement and reduce sperm survival. Mirena® may stop release of your egg from your ovary, but this is not the way it works in most cases. Most likely, these actions work together to prevent pregnancy.
- 12. If you are interested in finding out whether Mirena is right for you, you should talk with your healthcare practitioner.

\*\*If time permits, Barb to offer brief Q&A opportunity at this time. This Q&A will be very top line and on-label. As part of Barb's training, we will address how to handle off-label questions and will instruct Barb to direct the attendees to speak with their healthcare professional. In addition, if there is no time for Q&A at this point in presentation, Barb will also be offering a Q&A session and /or private council after the fashion presentation.

- 13. But what this party is really about is looking at the whole picture and figuring out steps to take to simplify your lifestyle while still looking and feeling great. One of those ways is finding a birth control that is compatible with your busy lifestyle. Another confidence-booster is regaining that fashion edge simply and time-efficiently and that is what fashion stylist, Angela, is here to talk with you about.
- 14. And I am going to stick around for the fashion presentation because I know I can always use more fashion tips! But if any of your have additional questions about women's health, contraception or Mirena®, I'll be available afterwards to discuss. Please note as part of Barb's training, we will address how to handle off-label questions and will instruct Barb to direct the attendees to speak with their healthcare professional.